

ORDER



Orders
Order / Rev: 708910
Alt Order #: 06293861
Product Desc: SENATE MAJORITY PAC
Estimate: 1661
Flight Dates: 08/23/12 - 08/31/12
Original Date / Rev: 08/22/12 / 08/22/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: Kathi Fitzpatrick
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Senate Majority PAC
Demographic: A25-54
Product Codes: IS-Candidate/US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	34	\$60,600.00	\$51,510.00
08/27/12	09/02/12	33	\$106,500.00	\$90,525.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	34	\$60,600.00	\$51,510.00	0.00
September 2012	33	\$106,500.00	\$90,525.00	0.00
Totals	67	\$167,100.00	\$142,035.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/23/12	08/24/12	ON (M-Su) ON (M-Su)	CM	M-F 137, Sa 1205, --- TF--		:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/20/12	08/26/12	--- TF--			3		\$200.00	0.00					
E 2	WTSP	08/27/12	08/31/12	ON (M-Su) ON (M-Su)	CM	M-F 137, Sa 1205, MTWTF--		:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	MTWTF--			2		\$200.00	0.00					
E 3	WTSP	08/23/12	08/24/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--- TF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/20/12	08/26/12	--- TF--			2		\$700.00	0.00					
E 4	WTSP	08/27/12	08/31/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/27/12	09/02/12	MTWTF--			1		\$700.00	0.00					
E 5	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--- TF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/20/12	08/26/12	--- TF--			2		\$800.00	0.00					
E 6	WTSP	08/27/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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Advertiser: Senate Majority PAC
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WTSP	08/27/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		1			\$800.00			0.00			
E 7	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2			\$800.00			0.00			
E 8	WTSP	08/27/12	08/31/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		1			\$800.00			0.00			
E 9	WTSP	08/23/12	08/24/12	M-F 9-930a 10 News, 9aM 10 News, 9am	CM	9-9:30A	---TF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2			\$400.00			0.00			
E 10	WTSP	08/27/12	08/31/12	M-F 9-930a 10 News, 9aM 10 News, 9am	CM	9-9:30A	MTWTF--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		1			\$400.00			0.00			
E 11	WTSP	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1			\$2,000.00			0.00			
E 12	WTSP	08/23/12	08/24/12	M-F 9-930a 10 News, 9aM 10 News, 9am	CM	9-9:30A	---TF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2			\$400.00			0.00			
E 13	WTSP	08/27/12	08/31/12	M-F 9-930a 10 News, 9aM 10 News, 9am	CM	9-9:30A	MTWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		2			\$400.00			0.00			
E 14	WTSP	08/23/12	08/24/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	---TF--	:30	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2			\$1,800.00			0.00			
E 15	WTSP	08/27/12	08/31/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		2			\$1,800.00			0.00			
E 16	WTSP	08/23/12	08/24/12	M-F 5-530p 5-530p 10 News	CM	5-530p	---TF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2			\$1,100.00			0.00			
E 17	WTSP	08/27/12	08/31/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		2			\$1,100.00			0.00			
E 18	WTSP	08/23/12	08/24/12	M-F 530-6p 10 News at 530p	CM	530-6p	---TF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--		2			\$1,100.00			0.00			
E 19	WTSP	08/27/12	08/31/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		2			\$1,100.00			0.00			
E 20	WTSP	08/23/12	08/24/12	M-F 6-630p 6-630p 10 News	CM	6-630p	---TF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WTSP	08/23/12	08/24/12	M-F 6-630p 6-630p 10 News	CM	6-630p	---TF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---TF--			2		\$2,000.00		0.00				
E 21	WTSP	08/27/12	08/31/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWTF--			2		\$2,000.00		0.00				
E 22	WTSP	08/23/12	08/24/12	CBS Evening News CBS Evening News	CM	630-7p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----F--			1		\$2,000.00		0.00				
E 23	WTSP	08/27/12	08/31/12	CBS Evening News CBS Evening News	CM	630-7p	M-W-F--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-W-F--			2		\$2,000.00		0.00				
E 24	WTSP	08/26/12	08/26/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$1,400.00		0.00				
E 25	WTSP	08/23/12	08/24/12	7-730p Inside Edition	CM	7-730p	---TF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---TF--			2		\$1,200.00		0.00				
E 26	WTSP	08/27/12	08/31/12	7-730p Inside Edition	CM	7-730p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWTF--			3		\$1,200.00		0.00				
E 27	WTSP	08/23/12	08/24/12	10 News Special 10 News Special	CM	10 News Special	---TF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---TF--			2		\$1,200.00		0.00				
E 28	WTSP	08/27/12	08/31/12	10 News Special 10 News Special	CM	10 News Special	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWTF--			3		\$1,200.00		0.00				
E 29	WTSP	08/23/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	---TF--	:30	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---TF--			2		\$4,000.00		0.00				
E 30	WTSP	08/27/12	08/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWTF--			1		\$4,000.00		0.00				
E 31	WTSP	08/25/12	08/25/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-			1		\$2,800.00		0.00				
E 32	WTSP	08/23/12	08/24/12	Letterman Late Night with David Letterman	CM	1135p-1237a	---TF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---TF--			2		\$1,400.00		0.00				
E 33	WTSP	08/27/12	08/31/12	Letterman Off-time Letterman Off-time	CM	12a-1a	MTWT---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWT---			1		\$1,400.00		0.00				
E 34	WTSP	08/29/12	08/29/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	--W----	:30	1	\$16,000.00	P-2	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 34	WTSP	08/29/12	08/29/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	--W----	:30	1	\$16,000.00	P-2	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	--W----			1		\$16,000.00		0.00				
E 35	WTSP	08/30/12	08/30/12	Thu Prime B Big Brother 14	CM	Thu 9-10p	---T---	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	---T---			1		\$18,000.00		0.00				
E 36	WTSP	08/26/12	08/26/12	Sun Prime B Big Brother 14	CM	Sun 8-9p	-----S	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S			1		\$18,000.00		0.00				
E 37	WTSP	08/29/12	08/29/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	--W----	:30	5	\$8,000.00	P-1	0.00	NM	5	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	--W----			5		\$8,000.00		0.00				
Totals													67	\$167,100.00	